## **ORDER**

Orders	Order / Rev:	108150	_	
	Alt Order #:	06866655		
	Product Desc:	OBAMA SKED B		HD
	Estimate:	2189		KSNV
	Flight Dates:	10/24/12 - 11/06/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/22/12 / 10/22/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	GMMB, Inc./ Washington D.C.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		Washington Harbor	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Obama for America	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01-Democrat	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$11,245.00	\$9,558.25
10/29/12	11/05/12	18	\$13,275.00	\$11,283.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$11,245.00	\$9,558.25	0.00
November 2012	18	\$13,275.00	\$11,283.75	0.00
Totals	30	\$24 520 00	\$20,842,00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	24%	\$24,520.00
Market	100%	\$102,166.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$27,585.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$25,541.67
KTUD	1%	\$1,021.67
KVVU	18%	\$18,390.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$5,108.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tim	ne Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/24/12	11/05/12	NEWS 3 at 4 (1 HOU	R)CM	4-5pm	MTWTF	:30	4	\$725.00 1	0.00 NM	8	\$5,800.00
				4PM NEWS (1 hour)									
	FIRST N	IEWS 3 A	ΓFOUR										
	Star	rt Date E	End Date	Weekdays Spo	ots/Week	Rate F	Rating						

Print Date: 10/22/12 15:27:51 Page 2 of 2

**KSNV** 

Order / Rev: 108150

Advertiser: Obama for America

Alt Order #: 06866655 Product Desc: OBAMA SKED B

Flight Dates: 10/24/12 - 11/06/12 2189

Estimate:

E 1 KSNV 10/24/12 11/05/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MIWIF :30 4 \$725.00 1 0.00 NM 8 \$5,800.00	Ln Ch Sta	rt End	Inventory Code	e Break	Start/End	Γime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
FIRST NEWS 3 AT FOUR   Start Date   Meekdays   Mount   Mount	E 1 KSNV 10/2	4/12 11/05/12	•	•	4-5pm	MTWTF	:30	4	\$725.00 1	0.00 NM	8	\$5,800.00
Start Date   End Date   Weekidays   Weekidays   Werk   Werk   10/23/12   10/29/12   10/29/12   11/01/12   Thurs PR 8-9p   CM   8-9pm  T   :30   1 \$2,400.001   0.00 NM   2 \$4,800.00	FIDOT NEW/O	2 47 FOUR	4PM NEWS (1 h	nour)								
Week: 10/23/12			Modedovo	Coata ///a als	Doto	Dating						
Week: 10/30/12												
Thursday Prime 8-9pm  THE OFFICE/ PARKS & REC  Start Date End Date Weekdays Spots/Week Rate (N/22/12 10/28/12 11/04/12 T 1 \$2,400.00 0.00  E 3 KSNV 10/25/12 11/04/12 11/05/12 11/09/10 CM 9-10pm T :30 1 \$3,200.00 1 0.00 NM 2 \$6,400.00  THURSday Prime 9-10pm  THE OFFICE/ UP ALL NIGHT  Start Date End Date Weekdays Spots/Week Rate (N/22/12 11/04/12 11/02/12 11/04/12 T 1 \$3,200.00 0.00  E 4 KSNV 10/26/12 11/02/12 Fri PR 9-10p CM 9-10pm F :30 1 \$2,600.00 1 0.00 NM 2 \$5,200.00  E 4 KSNV 10/26/12 11/02/12 Fri PR 9-10p CM 9-10pm F :30 1 \$2,600.00 1 0.00 NM 2 \$5,200.00  E GRIMM  Start Date End Date Weekdays Spots/Week Rate (N/22/12 10/28/12 F 1 \$2,600.00 0.00  E GRIMM  Start Date End Date Weekdays Spots/Week (N/22/12 10/28/12 11/04/12 F 1 \$2,600.00 0.00  E 5 KSNV 10/24/12 11/05/12 Late Night w/Fallon CM 1236a-136am MTWTF :30 4 \$250.00 1 0.00 NM 8 \$2,000.00  E 5 KSNV 10/24/12 11/05/12 Late Night w/Fallon CM 1236a-136am MTWTF :30 4 \$40.00 3 0.00 NM 8 \$2,000.00  E 6 KSNV 10/24/12 11/05/12 Late Night w/Fallon CM 1236a-00.00 0.00  E 6 KSNV 10/24/12 11/05/12 Late Night w/Fallon CM 136e-205am MTWTF :30 4 \$40.00 3 0.00 NM 8 \$320.00  E 6 KSNV 10/24/12 11/05/12 Late Call w/Carson Daly CM MTWTF :30 4 \$40.00 3 0.00 NM 8 \$320.00					•							
THE OFFICE/ PARKS & REC   Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E 2 KSNV 10/2	5/12 11/01/12	Thurs PR 8-9p	CM	8-9pm	T	:30	1	\$2,400.001	0.00 NM	2	\$4,800.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Spots/Week   Spot			Thursday Prime	8-9pm								
Week: 10/22/12   10/28/12   11/04/12   T   1 \$2,400.00   0.00			С									
Week: 10/29/12				Spots/Week								
E 3 KSNV 10/25/12 11/01/12 Thurs PR 9-10p CM 9-10pmT :30 1 \$3,200.001 0.00 NM 2 \$6,400.00    Thursday Prime 9-10pm			•	1								
Thursday Prime 9-10pm  THE OFFICE/ UP ALL NIGHT  Start Date   End Date   Weekdays   Spots/Week   Rate   Sa,200.00   0.00    Week: 10/22/12   10/28/12  T   1 \$3,200.00   0.00    Week: 10/29/12   11/04/12  T   1 \$3,200.00   0.00    E 4 KSNV   10/26/12   11/02/12   Fri PR 9-10p   CM   9-10pm  F   :30   1 \$2,600.00   1 \$0.00 NM   2 \$5,200.00    GRIMM  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating    Week: 10/22/12   10/28/12  F-   1 \$2,600.00   0.00    Week: 10/29/12   11/04/12  F-   1 \$2,600.00   0.00    E 5 KSNV   10/24/12   11/05/12   Late Night w/Fallon   CM   1236a-136am   MTWTF   :30   4 \$250.00   0.00 NM   8 \$2,000.00    LATE NIGHT W/JIMMY FALLON  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating    Week: 10/23/12   10/29/12   MTWTF-   4 \$250.00   0.00    Week: 10/30/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 6 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 6 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 6 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 6 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 7 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 8 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 9 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   8 \$320.00    E 9 KSNV   10/24/12   11/05/12   Last Call w/Carson Daly CM   136-205am   MTWTF   :30   4 \$40.003   0.00 NM   S \$320.00    E 9 KSNV   10/24/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12   11/05/12				· · · · · · · · · · · · · · · · · · ·			.00		f2 200 00 4	0.00 NIM	_	ФС 400 00
THE OFFICE/ UP ALL NIGHT    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	E 3 KSNV 10/2	5/12 11/01/12	•	_	9-10pm	1	:30	1	\$3,200.001	U.UU INIVI	2	\$6,400.00
Week: 10/22/12 10/28/12 10/28/12 11/04/12	THE OFFICE	UP ALL NIGH	•	9-10pm								
Week: 10/22/12 10/28/12 10/28/12 11/04/12 T 1 \$3,200.00 0.00         E 4 KSNV 10/26/12 11/02/12 Fri PR 9-10p CM 9-10pm       9-10pm F :30 1 \$2,600.00 1 0.00 NM       2 \$5,200.00         GRIMM         Start Date Veek: 10/22/12 10/28/12 10/28/12 11/04/12 11/04/12 11/04/12 11/05/12 Late Night w/Fallon Late Night w/Fallon Late Night w/Fallon       Rate Rating Rating N/FWF :30 4 \$250.00 1 0.00 NM         LATE NIGHT W/JIMMY FALLON Veek: 10/23/12 10/29/12 11/05/12 MF WFF 4 \$250.00 0.00       Rating Rating N/FWF :30 4 \$40.00 3 0.00 NM         Week: 10/23/12 10/29/12 11/05/12 MF WFF 4 \$250.00 0.00       Rating N/FWF :30 4 \$40.00 3 0.00 NM         Week: 10/23/12 11/05/12 MFWF 4 \$250.00 0.00       0.00 NM         Last Call w/Carson Daly       MFWF :30 4 \$40.00 3 0.00 NM				Spots/Week	Rate	Rating						
Week: 10/29/12												
Friday Prime 9-10pm  GRIMM  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12F 1 \$2,600.00 0.00 Week: 10/29/12 11/04/12F 1 \$2,600.00 0.00  E 5 KSNV 10/24/12 11/05/12 Late Night w/Fallon CM 1236a-136am MTWTF :30 4 \$250.00 1 0.00 NM 8 \$2,000.00  Late Night w/Fallon  LATE NIGHT W/JIMMY FALLON  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 M-WTF 4 \$250.00 0.00  Week: 10/30/12 11/05/12 MTWTF 4 \$250.00 0.00  E 6 KSNV 10/24/12 11/05/12 Last Call w/Carson Daly CM 136-205am MTWTF :30 4 \$40.00 3 0.00 NM 8 \$320.00  Last Call w/Carson Daly	Week: 10/29/12	11/04/12	T	1		0.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   0.00	E 4 KSNV 10/2	6/12 11/02/12		_	9-10pm	F	:30	1	\$2,600.001	0.00 NM	2	\$5,200.00
Start Date   End Date   Weekdays   Spots/Week   Rate   Rating			Friday Prime 9-1	10pm								
Week: 10/22/12 10/28/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/05/12 Late Night w/Fallon CM 1236a-136am MTWTF- :30 4 \$250.00 1 0.00 NM 8 \$2,000.00         E 5 KSNV 10/24/12 11/05/12 Late Night w/Fallon LATE NIGHT W/JIMMY FALLON         LATE NIGHT W/JIMMY FALLON         Start Date Veek: 10/23/12 10/29/12 MFWF 4 \$250.00 0.00         Week: 10/30/12 11/05/12 MTWF 4 \$250.00 0.00         E 6 KSNV 10/24/12 11/05/12 Last Call w/Carson Daly       136-205am MTWTF- :30 4 \$40.00 3 0.00 NM 8 \$320.00												
Week: 10/29/12 11/04/12 11/04/12 11/04/12 11/04/12 11/04/12 11/05/12 Late Night w/Fallon CM 1236a-136am MTWTF- :30 4 \$250.00 1 0.00 NM 8 \$2,000.00         E 5 KSNV 10/24/12 11/05/12 Late Night w/Fallon CM 1236a-136am MTWTF- :30 4 \$250.00 1 0.00 NM 8 \$2,000.00         LATE NIGHT W/JIMMY FALLON         Start Date End Date Weekdays Spots/Week M-WTF- 4 \$250.00 0.00         Week: 10/23/12 10/29/12 MTWTF- 4 \$250.00 0.00         Week: 10/30/12 11/05/12 MTWTF- 4 \$250.00 0.00         E 6 KSNV 10/24/12 11/05/12 Last Call w/Carson Daly CM Last Call w/Carson Daly       136-205am MTWTF- :30 4 \$40.003 0.00 NM 8 \$320.00												
E 5 KSNV 10/24/12 11/05/12 Late Night w/Fallon CM 1236a-136am MTWTF- :30 4 \$250.00 1 0.00 NM 8 \$2,000.00 Late Night w/Fallon LATE NIGHT W/JIMMY FALLON  Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/23/12 10/29/12 MTWTF- 4 \$250.00 0.00 Week: 10/30/12 11/05/12 MTWTF- 4 \$250.00 0.00  E 6 KSNV 10/24/12 11/05/12 Last Call w/Carson Daly CM 136-205am MTWTF- :30 4 \$40.00 3 0.00 NM 8 \$320.00 Last Call w/Carson Daly			•									
Late Night w/Fallon  LATE NIGHT W/JIMMY FALLON  Start Date   End Date   Weekdays   Spots/Week   Rate   Rating   Week: 10/23/12   10/29/12   MrWTF   4 \$250.00   0.00  Week: 10/30/12   11/05/12   MrWTF   4 \$250.00   0.00  E 6 KSNV 10/24/12 11/05/12   Last Call w/Carson Daly CM   136-205am   MrWTF   :30   4 \$40.00 3   0.00 NM   8 \$320.00  Last Call w/Carson Daly							-30		\$250 00 1	0.00 NIM	۰	000 000
LATE NIGHT W/JIMMY FALLON    Start Date   End Date   Weekdays   Spots/Week   Rate   Rating	L 3 K3NV 10/2	4/12 11/03/12			12304-1304	III MI WII	.50	7	Ψ230.00 1	O.OO INIVI	0	Ψ2,000.00
Week: 10/23/12       10/29/12       M-WTF       4 \$250.00       0.00         Week: 10/30/12       11/05/12       MTWTF       4 \$250.00       0.00         E 6 KSNV 10/24/12       11/05/12       Last Call w/Carson Daly       136-205am       MTWTF       :30 4 \$40.00 3 0.00 NM       8 \$320.00	LATE NIGHT	W/JIMMY FAL										
Week: 10/30/12 11/05/12 MTWTF 4 \$250.00 0.00         E 6 KSNV 10/24/12 11/05/12 Last Call w/Carson Daly CM Last Call w/Carson Daly       136-205am MTWTF :30 4 \$40.00 3 0.00 NM 8 \$320.00	Start Date	e End Date	Weekdays	Spots/Week	Rate	Rating						
E 6 KSNV 10/24/12 11/05/12 Last Call w/Carson Daly CM 136-205am MTWTF :30 4 \$40.00 3 0.00 NM 8 \$320.00 Last Call w/Carson Daly	Week: 10/23/12	10/29/12		4	\$250.00	0.00						
Last Call w/Carson Daly	Week: 10/30/12	11/05/12		<del>-</del>	\$250.00							
	E 6 KSNV 10/2	4/12 11/05/12		•	136-205am	MTWTF	:30	4	\$40.003	0.00 NM	8	\$320.00
LAST CALL WITH CARSON DALY												
Start Date End Date Weekdays Spots/Week Rate Rating				Spoto/Mosts	Poto	Poting						
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 M- WTF 4 \$40.00 0.00				Spots/week								
Week: 10/30/12 11/05/12 MTWTF 4 \$40.00 0.00				4								

Totals 30 \$24,520.00